

FOR IMMEDIATE RELEASE



PROJECT Confirms Plans for 2021 Global Event Calendar with Updated Merchandising Strategy, Debuting This July at New Miami Event

Unveiling refreshed market-focused strategies to better convene and support the industry, PROJECT will service both the men's and women's contemporary categories with realigned onsite merchandising, kicking off at newly announced event - PROJECT: Miami on July 10-12

New York, NY – April 26, 2021 – PROJECT, the leading menswear trade event platform organized by Informa Markets Fashion – host to premier fashion trade events including, MAGIC, COTERIE, and SOURCING at MAGIC – announced today a return to in-person events in the second half of 2021 with refocused business and merchandising strategies aimed at better convening target market segments and evolved industry needs.

Inspired by recent global trends that align men's and women's markets, PROJECT will now unite the entire contemporary market to feature both men's and women's brands. Featuring a fully revised show floor layout, apparel will be merchandised alongside footwear and accessories. This "complete look" approach in featuring multiple product categories merchandised alongside each other will provide retailers with a more streamlined shopping experience to discover a larger array of products – from mid-market to premium price points – while giving brands opportunity to meet more retailers and better target the right buyers for their brand. To further facilitate a simplified onsite experience, buyers can expect to see an updated assortment of merchandised apparel categories such as Sportswear, Contemporary Collections, Denim, Activewear, Loungewear, Tailored, Outerwear, as well as the return of PROJECT'S renowned streetwear community, NOW. PROJECT will also feature seasonally updated onsite "curations", such as Made in the USA, Minority-Owned and Sustainable brands. Merchandised and woven throughout the show floor, these curations further highlight specific areas of shopping interest as retailers look to diversify their in-stock inventory. Additional enhancements including personalized retail concierge programs will further support targeted discovery and increasing brand to buyer connections.

"Presenting a more product-forward shopping experience for our buyers and fresh opportunities for brands to connect and conduct business with their target retailers is at the core of our return to live events in 2021," says Jason Peskin, VP, Events & Corporate Development at PROJECT. "With exciting new locations, returning to the show floor with keystone

events, and refreshed digital opportunities, these strategies represent our community focused approach to better support our industry's evolved needs."

This new approach will debut at *PROJECT: Miami* on **July 10-12** at the **Fontainebleau Miami Beach** in Florida. Guided by *Informa AllSecure* and delivering a curated point-of-view in a new venue, the event will feature a global collection of men's and women's contemporary brands, drawing an audience of influential retailers eager to shop new collections for the upcoming and immediate seasons. Illustrating PROJECT's updated merchandising strategy, attendees can expect to find a curated collection of brands within highlighted apparel categories such as activewear & athleisure, loungewear, streetwear, swimwear, and gift, in addition to exclusive activations representative of the onsite experiences that the PROJECT community has become so well known for over the years.

In one of North America's most dynamic hubs for design, culture, and entertainment, *PROJECT: Miami* will be located nearby ***destination: miami by COTERIE***, Informa Markets Fashion's recently announced women's resortwear and swimwear market event. While *PROJECT: Miami* will feature men's and women's contemporary brands with price points ranging from mid-market to premium, *destination: miami by COTERIE* – located at Eden Roc Hotel in Miami Beach - will showcase elevated women's resortwear, swimwear, and vacation-inspired apparel, accessories, and footwear spanning contemporary, advanced contemporary, and affordable luxury price points. An accompanying digital platform will also be available before, during, and after the Miami shows, delivering on the industry's evolved need for more modernized hybrid wholesale models. The close location of these two distinct events, along with a paralleled digital component will provide retailers with new and expanded shopping opportunities during the pre-spring and spring/summer buying season, and ensure the full market is served.

At **PROJECT Las Vegas** on **August 9-11**, PROJECT will be joined by sister events, MAGIC Las Vegas – the trend and young contemporary market event, along with SOURCING at MAGIC – the sourcing and supply chain market event. Servicing the global fashion community with multiple market segments in a singular location, these three co-located events create one of the largest, most comprehensive marketplaces for connection and commerce in the United States.

Internationally, **PROJECT Tokyo** will return on **September 8-9** at **Shibuya HIKARIE** to feature an international collection of men's and women's contemporary apparel, accessories, and footwear, from mass market to designer price points. This internationally renowned event will attract top retailers, from department and specialty, to regional and online from across Japan and overseas.

PROJECT's aim will continually focus on a collective community ethos to support a customer-led approach to global commerce and business connections at and in between year-round live events, in 2021 and beyond. To learn more about PROJECT's events, visit: <https://www.projectfashionevents.com/>

To register for *PROJECT: Miami*, please visit the registration page [HERE](#)

To exhibit at *PROJECT: Miami*, please visit [HERE](#)

To register for *destination: miami by COTERIE*, please visit the registration page [HERE](#)

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To register for *PROJECT Tokyo*, please visit the PROJECT Tokyo website [HERE](#)

To participate in *PROJECT Tokyo*, please visit [HERE](#)

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ABOUT PROJECT:

Representing what's new, now, and next in men's and women's contemporary apparel, footwear and accessories, PROJECT is a live event and digital platform where domestic and international buyers go to be inspired by higher-end brands, find margin-building products from relevant mid-market labels, and connect with likeminded industry thought leaders and fashion insiders. Through a fusion of community, education, media, and experiences, PROJECT propels the next season's top trends, generates global awareness, and ultimately, drives commerce. For more information, please visit www.projectfashionevents.com

ABOUT INFORMA MARKETS FASHION:

Informa Markets Fashion connects and inspires the global fashion community through online experiences, industry insights, and worldwide fashion trade events including MAGIC, COTERIE, PROJECT, and SOURCING at MAGIC. From more effective manufacturing and supply chain opportunities to creative design inspiration and retail on the wholesale floor, Informa Markets Fashion's diverse portfolio supports the entire fashion ecosystem - fostering innovation and driving creativity year-round. For more information on upcoming events, please visit: www.findfashionevents.com

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